Use customer insights to deliver on marketing strategy

See the customer behavior trends that are driving your business

Do you really know your customers?

Google Analytics 360 helps you find out. It turns data into insights about people and how they behave—whether they’re online, offline or mobile.

Customer analytics you can use

Your customers use multiple devices and follow many paths to purchase. Turning that data into insight and using it to drive results is a real challenge.

Analytics 360 was created to address this challenge. It’s built to help you:

• Consolidate data about customer behavior into a single, easy-to-use interface.
• Perform meaningful analysis, and segmentation to gain customer insight.
• Seamlessly deploy those insights to drive marketing effectiveness.

Creating a complete picture

Begin by centralizing your data. Analytics 360 pulls in data across:

- Online Sources
- Offline Sources
- Google Sources

Data from your site, app, internet-connected devices, and even offline sources will be connected in one place. If you’re using Google and DoubleClick advertising products, seamless, out-of-the-box integrations mean you can pull in that information to create a single, complete data source across all customer touchpoints.

Gaining new insight

With all the data in one place, you can immediately get a clear view of your customer. Easy to use yet powerful reporting and analysis capabilities help you understand customer behavior across demographics, devices, channels, and much more.

• Study your business. How did customers arrive on my site? Did they buy anything? If not, how close did they come? Which channels drove direct or assisted conversions? Which products are often bought together?
• **Evaluate your advertising.** Connect your Adwords and/or DoubleClick accounts to easily compare return on ad spend across channels and learn how customers who saw or clicked on your ad behaved: Did they stay long? Which products did they view?

• **Create new understanding.** It’s easy to export data in Analytics 360 externally or to other Google products like BigQuery for detailed analysis and modeling. Or, use information in Analytics 360 to test and deploy personalized customer experiences with Optimize 360.

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**Earning more from your marketing**

Native integration with Google and DoubleClick search and display advertising products enables a new level of advertising effectiveness. The powerful customer behavior information in Analytics 360 means it’s simple to create a customer segment and remarket to those customers using AdWords or DoubleClick products. For example, you can remarket a product to customers who abandoned that product in their cart. Or offer a complementary item to a customer who just made a purchase.

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If you want to learn more about how your customers behave away from your site, you can share your Analytics 360 customer segments with Audience Center 360 to get additional insights like demographics, interests, and in-market information.

Analytics 360 has everything you expect from your enterprise analytics solution: dedicated support and account management combined with secure, complete data that’s always accurate. Built on this base, Analytics 360 is the enterprise solution for developing unified customer data, a deep understanding of customer behavior, and the power to act on that understanding to improve marketing results.

Learn more about Analytics 360 at g.co/analytics360.